

Notice: This application is authorized by s. 283.37, Wis. Stats., and chs. NR 151 and 216, Wis. Adm. Code. Personally identifiable information on this form may be used for other program purposes and may be made available to requestors under Wisconsin's Public Records laws and be posted on the Department's internet site.

Instructions: Complete the following for all permit applications. If additional space is needed to respond to a question, attach additional pages. Provide descriptions below that explain the program activities that you expect to develop and implement to comply with the Municipal Separate Storm Sewer System (MS4) general permit (<http://dnr.wi.gov/org/water/wm/nps/stormwater/muni.htm>). Section 3 of the MS4 general permit contains the compliance schedules that direct when the individual program activities need to be developed and submitted to the Department for review. The detailed programs that are developed and submitted to the Department for review may deviate from the program activities described below if necessary. The descriptions provided below are necessary for the Department to verify that the municipality's program activities comply with the permit.

Section I: Applicant Information

Name of Municipality

Town of Oconomowoc

Mailing Address

W359 N6812 BROWN STREET

City

OCONOMOWOC

State

WI

Postal Code

53066

County(s) in which Applicant is located

WAUKESHA

Type of Municipality: (check one)

☐ County

☐ City

☐ Village

☒ Town

☐ Other (specify)

Section II: Local Contact Information (check one):

Name of Municipal Contact Person

Jeff Herrmann

Title

Town Administrator

Mailing Address

W359 N6812 BROWN STREET

City

OCONOMOWOC

State

WI

Postal Code

53066

E-mail address

j.herrmann@townocn.com

Telephone Number (include area code)

(262) 567-0251

Fax Number (include area code)

(262) 567-0252

Section III: Water Quality Concerns

Yes	No	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (An unofficial list of ORWs and ERWs may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 33 USC § 1313(d)(1)(C)? (A list of Wisconsin impaired waterbodies may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html)

Section IV: Area and Population Within the MS4

Yes	No	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Is the MS4 within an "Urbanized Area" as defined by U.S. EPA? (See http://www.epa.gov/npdes/pubs/fact2-2.pdf)

If no, skip the rest of this section and continue to Section V. If yes, estimate the area served by and the population within the MS4 in an Urbanized Area (UA).

(Urbanized Area maps are available on the EPA web site at: <http://cfpub1.epa.gov/npdes/stormwater/urbanmaps.cfm>)

Total municipal area (in square miles): 32	Total municipal population (in year 2000): 7,451
MS4 service area within Urbanized Area (in square miles): 4.5	Municipal population within Urbanized Area (in year 2000): 4,100

Section V: Potential Permit Exemption

Yes	No	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Section NR 216.023, Wis. Adm. Code, allows certain MS4s that have less than 1000 people residing in an urbanized area to be waived from having to obtain municipal storm water permit coverage.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Do you believe that the MS4 may be eligible for this potential exemption?

Section VI: Summary of Municipal Storm Water Program Activities

Describe the programs or activities the municipality is doing or will do to comply with the requirements of the MS4 general permit. Attach additional pages if necessary.

A. Public Education and Outreach

Describe the public education and outreach program activities that the municipality will implement to comply with section 2.1 of the MS4 general permit.

SEE ATTACHED.

B. Public Involvement and Participation

Describe the public involvement and participation program activities that the municipality will promote to comply with section 2.2 of the MS4 general permit.

SEE ATTACHED.

C. Illicit Discharge Detection & Elimination

Describe the illicit discharge detection and elimination program authority and activities that the municipality will develop and implement to comply with section 2.3 of the MS4 general permit.

SEE ATTACHED.

D. Construction Site Pollution Control

Describe the construction site pollutant control program authority and activities that the municipality will develop and implement to comply with section 2.4 of the MS4 general permit.

SEE ATTACHED.

E. Post-Construction Site Storm Water Management

Describe the post-construction storm water management program authority and activities that the municipality will develop and implement to comply with section 2.5 of the MS4 general permit.

SEE ATTACHED.

F. Pollution Prevention

Describe the pollution prevention program activities that the municipality will implement to comply with section 2.6 of the MS4 general permit.

SEE ATTACHED.

Section VII: Certification

I hereby certify that I am an authorized representative of the municipality that is the subject of this application for general permit coverage, and that the information provided is true and complete, to the best of my knowledge. I understand that Wisconsin law provides severe penalties for submitting false information.

Authorized Representative Name

Title

Jeff Herrmann

Town Administrator

Signature

Date Signed

E-mail address

Telephone Number (include area code)

Fax Number (include area code)

jherrmann@townocon.com

(262) 567-0251

(262) 567-0252

Return this completed form to:

Wisconsin Department of Natural Resources
Storm Water Program – WT/2
PO Box 7921
Madison, WI 53707-7921

**Attachment to “Notice of Intent to Apply for Coverage
Under MS4 General Permit”
For Town of Oconomowoc, Waukesha County, WI**

The following Summary is intended to describe the programs and activities to be included in **Section VI: Summary of Storm Water Program Activities**. This summary provides information about the six general categories listed on page 2 of the NOI form.

A. Public Education and Outreach.

1. Status. The Town currently does not have a formal Public Education and Outreach Program. The Town does use a variety of meetings and media to reach its citizens with current events and issues. Citizens are encouraged to attend and participate in Town Board, Plan Commission, and other Town meetings. The agenda for these various public bodies are published on the Town’s website and posted in public places, or available on a walk up basis.
2. Required Town Review. As part of any development or redevelopment of private or public properties in the Town, a thorough review process is used to examine these projects. Land uses and general site layout is examined as part of the review process with the Town Plan Commission. All site engineering issues, including storm water management and erosion control, are examined by the Town staff. Waukesha County staff make a detailed review of storm water management calculations and methods of complying with County Ordinance requirements. Public participation is encouraged at all of these public meetings.
3. Current Public Education and Outreach. The Town’s Okauchee Lake Management District (OLMD) is active in some lake management issues, including weed cutting on Okauchee Lake. The OLMD may play a role in public education and outreach in this stormwater program.
4. Intent for Additional Public Education and Outreach. The Town intends to implement several activities for continuing public outreach and education. The Town will continue to use careful storm water management and erosion control efforts through its land development design and review process. The Town’s Plan Commission, Town Board, and Okauchee Lake Management District will be informed of the Town’s NR 216 permit program and goals. Each body will examine their role in implementing NR 216 goals. The Town will contact the University of Wisconsin-Extension Outreach Program to determine if there is a possibility to join a “regional” education program effort.

The program shall establish measurable goals including the following elements.

- a. Promote detection and elimination of illicit discharges from municipal storm water systems to improve water quality. Focus on potential sources of illicit discharges, including commercial and industrial areas. Contact WisDOT about discharges from the STH 16 and 67 facilities.
 - b. Inform and educate the public about the proper management of potential sources of water quality pollution. Examine the storage of materials in commercial and industrial areas. Continue erosion control permitting for developing areas.
 - c. Promote yard waste recycling. Examine the use of lawn care fertilizer and pesticides, and the impact on Okauchee Lake.
 - d. Promote shoreline restoration and overall ecosystem quality on Okauchee Lake.
 - e. Promote infiltration of clean sources of storm water runoff on residential and other properties.
 - f. Inform Town staff about the design, installation, and maintenance of construction site erosion control practices, and storm water management facilities.
 - g. Promote environmentally sensitive land development strategies. Examine the need for revisions to the Town's Zoning and Subdivision Control Ordinances, and application by the Town Plan Commission and Town Board.
5. Estimated Schedule. Within 18 months of the start date of the MS4 permit, the Town intends to develop a written "Public Education and Outreach" program, and submit said program to the DNR for approval. The Town Board will adopt said program for implementation within 24 months of the start date.
 6. Area coordination. The Town plans to coordinate its activities with its MS4 neighbors for the sake of consistency and economy of scale. The Town will examine a joint program with its MS4 neighboring communities or "regional" program as noted above. It also intends to make use of volunteers to the maximum extent possible.

B. Public Involvement and Participation.

1. The Town shall implement a program to notify the public and the Town Board and Plan Commission of the activities required by the permit.

- a. The Town will provide a copy of the permit application and goals to the Town Board, Officials, and Staff to make them aware of the program and request their ideas for implementing the program.
 - b. The Town will inform the public of the program through the Town's website.
2. The program shall identify measurable goals for public participation.
3. The Town Board shall provide notice to the public when the Board undertakes meetings or other activities to implement the program, and encourage the public to attend.
4. The Town will use the regional public education program if implemented.
5. The Town intends to utilize volunteer efforts of fraternal and other organizations to supplement its public involvement and participation efforts.
6. Estimated Schedule. Within 18 months of the start date, the Town intends to prepare and submit its "Public Information and Participation" program to the DNR for approval. The Town Board will adopt said program for implementation within 24 months of the start date.

C. Illicit Discharge Detection and Elimination.

1. Status. The Town currently does not have a systematic illicit discharge program. The Town will examine illicit discharge elimination programs in other communities and draft a new program for the Town.
2. The Town will identify how the new program will be implemented by Town staff.
3. The Town will inform the public of the new program and seek community support.
4. Estimated Schedule.
 - a. Within 24 months of the start date of the MS4 permit, the Town intends to develop an "Illicit Discharge Ordinance", based on the appropriate State model. The Town will submit said ordinance to the DNR for approval (at the 24 month mark) and the Town Board will adopt said Ordinance within 30 months of the start date. Said ordinance will establish compliance standards and assign responsibility for inspection and enforcement authority.

- b. Within 24 months of the start date of the MS4 permit, the Town intends to submit the proposed illicit discharge response procedures to the DNR, and will implement the procedures within 30 months of the start date.
- c. Within 36 months of the start date of the MS4 permit, the Town intends to complete dry-weather initial field screening at major outfalls.
- d. Within 36 months of the start date of the MS4 permit, the Town intends to submit its ongoing field screening program to the DNR, and will implement said program within 48 months of the start date.

D. Construction Site Pollutant Control.

- 1. Status. The Town currently defers erosion control review and enforcement to the Waukesha County staff for current land development and construction activities for public and private projects.
- 2. Intended Actions. The Town intends to continue to rely on Waukesha County staff, with their concurrence, for construction site inspections and enforcement.

E. Post-Construction Storm Water Management.

- 1. Status. The Town currently defers storm water management review and approval to Waukesha County for new land development activity. The Town requires storm water facility maintenance agreements with property owners.
- 2. Intended Actions and Estimated Schedule.
 - a. The Town intends to continue to rely on Waukesha County staff, with their concurrence, for storm water management review and approval.
 - b. Long-Term Maintenance. The Town will review its procedures for obtaining long-term maintenance agreements and make any necessary revisions to its procedures and submit any revisions to the procedures to the DNR within 18 months of the start date, and the Town Board will adopt revised procedures and implement said procedures within 24 months of the start date.

F. Pollution Prevention.

- 1. Status. The Town has no formal pollution prevention program.

2. Intended Actions and Estimated Schedule.

- a. Ordinance Update. The Town intends to submit a pollution prevention program and Ordinance to the DNR within 24 months of the start date, and the Town Board will adopt said Ordinance and implement said program within 30 months of the start date.
- b. The Town intends to examine its own facilities and practices within 18 months of the start date, and the Town Board will implement said revised procedures within 24 months of the start date.

The following items are not part of the NOI application; however, they are included to demonstrate the Town's understanding of the totality of permit requirements.

G. Storm Water Quality Management.

1. Status. The Town has no formal program for assessing storm water quality as part of its municipal storm water management program.
2. Intended Actions and Estimated Schedule. Within 24 months of the permit start date or by March 10, 2008, the Town intends to,
 - a. To the maximum extent practical (and financially) possible, implement storm water practices necessary, with a goal of reducing the average annual total suspended solids by 20% by March 10, 2008, and 40% reduction by March 10, 2013. The extent of options for implementation of structural and non-structural practices will not be apparent until after performance of the community level SLAMM analysis is performed, as noted in paragraph (c), below.
 - b. Evaluate all municipally owned and operated storm water management and flood control facilities for the feasibility of potential retrofit to increase suspended solids removal from runoff.
 - c. Assess compliance with NR 151.13(2) by conducting a pollutant-loading analysis by performing a SLAMM modeling of the urbanized area to assess compliance with pollutant loading requirements of NR 151 and WPDES Permit No. WI-S0500075-1.

H. Storm Sewer System Map.

1. Status. The Town currently does not have a storm sewer system map.

2. **Intended Actions and Estimated Schedule.** Within 24 months of the permit start date, the Town intends to prepare a system map of the Town that contains the minimum requirements in Section 2.8 of the WPDES permit. In subsequent years, the Town will further develop the map to include locations and direction of storm water flow for all storm sewer and roadway culverts (not driveway culverts) and ditches.

I. Annual Report. The Town intends to submit its initial Annual Report by March 31, 2008 (to report on activities since the permit start date), and thereafter submit an annual report on the anniversary of that date.

J. Funding. The Town understands that there are significant costs associated with this new unfunded, mandatory program. As such, the Town Board intends to budget Town funds to the best of its financial ability given the State-mandated levy limits, starting in Calendar Year 2007, with which to fund the required activities.

K. Reapplication for Permit Coverage. The Town intends to apply for re-issuance of this permit in accordance with the requirements of ss. NR 216.09, Wis. Admin. Code, at least 180 days prior to this permit's expiration date.